



The New Federal Tobacco Rule: A Retailer's Guide to the Age and ID Requirements

The Rule

In the Federal Register of August 28, 1996, the Food and Drug Administration (FDA) published a final rule to restrict the sale and distribution of cigarettes and smokeless tobacco to protect children and adolescents. The rule is intended to decrease the number of children and adolescents who use cigarettes and smokeless tobacco and, by doing so, to reduce the death and disease caused by tobacco products. As a retailer, the final rule creates legally binding requirements or obligations on you.

As of February 28, 1997, Federal law prohibits retailers from selling cigarettes, cigarette tobacco, or smokeless tobacco to anyone under the age of 18. (The age may be higher in your state.) Additionally, retailers must request to see a customer's photo ID bearing the customer's date of birth before selling cigarettes, cigarette tobacco, or smokeless tobacco to anyone who has not yet reached his or her 27th birthday.

WHAT and WHO Is Covered by the Rule?

WHAT— the rule covers three kinds of products that contain nicotine:

- Cigarettes
- Cigarette tobacco
- Smokeless tobacco (Smokeless tobacco includes loose leaf chewing tobacco, plug chewing tobacco, twist chewing tobacco, moist snuff, and dry snuff.)

The rule does NOT cover cigars, little cigars, or pipe tobacco.

WHO— the rule covers three classes of people or businesses who make, distribute or sell cigarettes, cigarette tobacco, or smokeless tobacco:

- Manufacturers
- Distributors
- Retailers

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Am I a Retailer?

You are a retailer if you sell cigarettes or smokeless tobacco to individuals for their personal consumption. For example, retailers include, but are not limited to, grocery stores, pharmacies, convenience stores, gas stations, bars, restaurants, and other businesses that sell cigarettes or smokeless tobacco. You are also a retailer if you own or have a vending machine in your store.

Answers to Questions Asked by Retailers *How do I comply with the rule?*

In brief, you will comply with the provisions that will become effective in February 1997 if you:

- * Do not sell cigarettes or smokeless tobacco to anyone under 18;
and
- * Ensure that anyone buying cigarettes or smokeless tobacco is at least 18 years old or older. This means you must check a customer's ID for the buyer's picture and date of birth if that person is under 27 years old.

Am I responsible for my employees?

Yes. If one of your employees violates the rule, you risk civil money penalties or other sanctions. Therefore, it is important for you to tell your employees that, as of February 28, 1997, they must not sell cigarettes or smokeless tobacco to anyone under 18, and that they must check a photo ID for anyone under 27. You may also want to clarify for your employees the actions you may take in the event that he or she violates the rule.

How do I check proof of age?

The rule requires you to ensure that your customer is at least 18 by checking his or her ID for the customer's photo and date of birth. The regulation does not specify the type of ID that you may accept, but the most reliable forms of ID cards are:

- Drivers' licenses
- Military identification cards, if they have the customer's photo and date of birth
- Passports

Do I have to check everyone's ID?

Guessing someone's age by his or her looks can be difficult. To protect you and your customers -- especially your underage customers -- you must ask for ID from anyone you're not sure about. However, you do not need to ask for ID from every customer every time he or she wants to purchase a tobacco product if you have already verified by means of photo ID that the customer is at least 18. In other words, if you have a regular customer whom you know is 18 or over because he or she has presented a valid ID card in the past, you do not need to ask for proof of age every time the customer wants to buy a tobacco product.

What if I do not comply with the rule?

Throughout the year, unannounced compliance checks, typically involving adolescents under 18, will be conducted to ensure that the regulations are being observed. Retailers found selling to minors risk civil money penalties of \$250 or more and could be subject to other sanctions. Retailers reported to have sold cigarettes or smokeless tobacco to someone under 27 without checking their photo ID risk compliance checks being conducted in the future.

Can I get more information?

Yes. You can get the following information by accessing the Internet, or by writing or calling FDA:

- "Children and Tobacco: A Retailer's Guide to the New Federal Regulations" is a brochure that provides a quick reference to the provisions that affect retailers.
- "The New Federal Tobacco Rule: Provisions Affecting Retailers and Their Employees," is a one-page description of the regulations affecting retailers and their employees.
- "The Small Entities Compliance Guide on: Regulations to Restrict the Sale and Distribution of Cigarettes and Smokeless Tobacco in Order to Protect Children and Adolescents (21 CFR Part 897)" is a 50-page, detailed explanation of the rule as it relates to manufacturers, distributors, and retailers. Call (301) 827-3373.

FDA's Internet address:

<http://www.fda.gov>

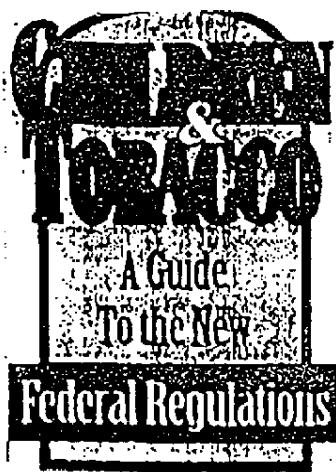
FDA's mailing address:

Office of Policy (HFF-23)
Food and Drug Administration
5600 Fishers Lane
Rockville, MD 20857

FDA's hotline:

1-888-FDA-4KIDS

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What's In Store?

The New FDA Rules on Tobacco...
A series of town meetings

Important! The Food and Drug Administration welcomes retailers, parents, doctors, community groups, State and local officials, and others to a series of regional meetings to learn first-hand about FDA's new regulation to protect children and adolescents.

Highlights of the Town Meetings:

- Find out what every retailer should know to comply with these rules
- See how to prevent tobacco sales to children and adolescents
- Learn how FDA, State and local officials will enforce the new rule
- Speak directly to the government officials who designed this rule
- Discuss what parents, community groups and retailers can do to prevent sales to children and adolescents

Meetings will be held in these 10 cities:

(Attendance is free, but reservations are required. Call today!)

Atlanta, February 20

10:00 - 11:00 am
Sheraton Colony Square
188 14th St., NE
Shelia Bayne-Lisby
404-347-4001 (x5231)

Baltimore, February 11

11:00 am - 12:00 pm
Sheraton Inner Harbor Hotel
300 S. Charles St.
Leonard Genova
410-962-3731

Boston, February 11

10:00 am-11:00 am
Boston Park Plaza Hotel
64 Arlington Street
Paula Fairfield
617-279-1675(x184)

Boulder, February 19

10:00 - 11:00 am
Natl. Inst. of Stds and Tech
325 Broadway
Virlie Walker
303-236-3018

Chicago, February 13

1:00 - 2:00 pm
Marriott Hotel
8535 W Higgins Rd.
Darlene Bailey
312-353-7126

Detroit, February 12

1:30 - 2:30 pm
Harper Hospital
3990 John R. Rd.
Evelyn DeNike
313-226-6158

Houston, February 20

10:30 - 11:30 am
Holiday Inn/Hobby Airport
9100 Gulf Freeway
Sheryl Lannon Baylor
713-802-9095

Los Angeles, February 25

11:00 am - 12:00 pm
Omni Los Angeles Hotel
930 Wilshire Blvd.
Rosario Vior
714-798-7607

Miami, February 19

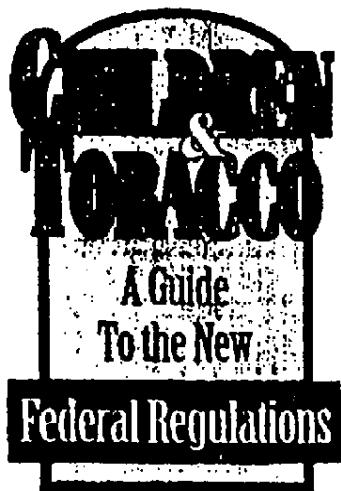
10:30 - 11:30 am
Crown Plaza Miami
1601 Biscayne Blvd
Ustela Niella-Brown
305-526-2800(x937)

Seattle, February 19

11:00 am - 12:00 pm
Lopez Room at Seattle Center
305 Harrison St.
Susan Hatchcroft
206-486-8788

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*Did you know that new Federal rules on cigarettes and
smokeless tobacco go into effect February 28?*



What's In Store?

The New FDA Rules on Tobacco...
A national town meeting

Important! The Food and Drug Administration invites retailers, parents, health professionals, community groups, State and local officials, and all others to a national town meeting to learn first-hand about FDA's new tobacco regulations to protect children and adolescents. The meeting will be broadcast live to 25 cities across the country via satellite from the nation's capital.

Highlights of the February 18 national town meeting:

- Watch Vice President Gore deliver a video message on this important issue.
- Find out what every retailer should know to comply with these rules.
- See how minors attempt to purchase tobacco and ways to prevent illegal sales.
- Learn how FDA, in cooperation with State and local officials, will enforce the new rule.
- Have the opportunity to speak directly to the government officials who developed this rule.
- Discuss how parents, community groups and retailers can work together to prevent sales to children and adolescents.

*Attend the national video conference at one of these 25 locations.
Attendance is free, but call today to reserve space for
February 18, 1-2:30 p.m. (Eastern time)!*

Arizona (Phoenix, 602-379-1595, x225)
Arkansas (Little Rock, 602-379-4595, x225)
California (San Diego, 714-798-7607
and San Francisco, 510-337-6845)
Colorado (Denver, 303-236-3018)
Florida (Orlando, 407-648-6922, x202)
Indiana (Indianapolis, 317-226-6500, x13)
Kansas (Kansas City, 913-752-2141)
Louisiana (New Orleans, 504-589-2420)
Minnesota (Minneapolis, 414-771-7167)
Mississippi (Jackson, 504-589-2420, x121)
Missouri (St. Louis, 314-645-1167, x123)

New York (Buffalo, 716-551-4461
and N.Y. City, 718-965-5300, x5754)
N. Carolina (Raleigh, 404-347-4001, x5340)
Ohio (Cincinnati, 513-681-3501, x110)
Oregon (Portland, 503-671-9332)
Pennsylvania (Philadelphia, 215-597-4390, x4202)
Puerto Rico (San Juan, 787-729-6812)
South Carolina (Charleston, 404-347-4001)
Texas (Dallas/Ft. Worth, 210-229-4531)
Utah (Salt Lake City, 303-236-3018)
Vermont (Burlington, 617-279-1675)
Virginia (Norfolk, 410-962-3731)
W. Virginia (Charleston, 303-273-1038)

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The video conference will be held Tuesday, February 18, 1997, from 1:00 pm to 2:30 pm (Eastern time), at the locations listed below. Most of the sites are United Artists Theaters. There is no charge to attend, but advance registration is requested because seating is limited. *The deadline for registering is Tuesday, February 11, 1997.* Persons will be registered in the order in which their call is received. Late registration will be accepted if space is available. To register, call the appropriate person with your name, organization, address, and telephone number.

Buffalo, NY University Cinema 4100 Maple Rd., Amherst Diana Monaco, or Beverly Kent 716-551-4461	Jackson, MS Parkway Place 10 1075 Parkway Blvd., Flowood Darlene Tollestrup 504-589-2420, x121	Phoenix, AZ United Artists Christown Mall 1516 W. Montevello Gil Meza 913-752-2141, x225
Burlington, VT Sheraton-Burlington 870 Williston Rd. Paula Fairfield 617-551-4461	Kansas City, MO Bannister Mall 5 5600 E. Bannister Rd. Tywanna Paul 913-752-2141	Portland, OR Westgate 5 3950 SW Cedar Hills Blvd. Beaverton Allen Bennett 503-671-9332
Charleston, SC Aviation Ave. Cinemas 2390 W. Aviation Ave., N. Charleston Sheila Bayne Lisby 404-347-4001	Little Rock, AR Park Plaza 7 6320 "C" Street Gilbert Meza 602-379-4595, x225	Raleigh, NC Mission Valley Cinemas 2109 Advent Ferry Rd. JoAnn Pittman 404-347-4001, x5340
Charleston, WV Kanawha Cinemas 601 57th Street Ruth Weisheit 330-273-1038	Minneapolis, MN Woodbury Theatre 1470 Queens Dr., Woodbury Steve Davis 414-771-7167	St. Louis, MO Westport Cinema 910 Westport Plaza Mary-Margaret Richardson 314-645-1167, x123
Cincinnati, OH Showcase Cincinnati 1701 Showcase Dr. Marilyn Zipkes 513-684-3501, x110	New Orleans, LA Kenner 8 1000 W. Esplanade Ave., Kenner Darlene Tollestrup 504-589-2420	Salt Lake City, UT Broadway Center Cinema 111 E. Broadway Virlie Walker 303-236-3018
Dallas/Ft. Worth, TX United Artists Bedford 10 2000 Forum Pkwy., Bedford Juan Viljerina 210-229-4531, x13	New York, NY Criterion Center Theater 1514 Broadway Herman Janiger 718-965-5300, x5754	San Diego, CA United Artists Horton Plaza 475 Horton Plaza Rosario Vior 714-798-7607
Denver, CO Greenwood Plaza 8141 E. Arapahoe Rd., Englewood Virlie Walker 303-236-3018	Norfolk, VA Movies at Kempsriver 1220 Fordham Rd., VA Beach Leonard Genova 410-962-3731	San Francisco, CA United Artists Emery Bay 10 6330 Christie Ave., Emeryville Janet McDonald 510-337-6845
Indianapolis, IN United Artists Circle Ctr. Theatre 49 W. Maryland St. Janet LeClair 317-226-6500, x13	Orlando, FL Movies at Florida Mall 1001 Florida Mall Ln. Lynne Isaacs 407-648-6922, x202	San Juan, PR United Artists Cinema 150 Laguna Garden Shopping Ctr. Nilda Villegas 787-729-6852
	Philadelphia, PA Riverview Plaza 1400 S. Delaware Ave. Theresa Holmes 215-597-4390, x1202	